

**To: Paul Heron**

**Date: 7/21/04**

**From: Justina Mazza**

**Subject: Tuck Tabs 2<sup>nd</sup> Wear Test  
Results**

**I would like to preface this summary by stating that the Tuck Tab 50 Women Wear Test indicates a Big Winner for VF. The results reiterate the success of the first test (see attached) with highlights as follows:**

- **86% of the respondents stated that they had a problem with bra straps showing or slipping.**
- **98% of these women said Tuck Tabs helped solve the problem. (The remaining respondent used her Tuck Tab to “keep a wide neck sweater from slipping off my shoulder” – a before unthought of use for the product.)**
- **86% of all respondents who have a problem with bra straps showing or slipping said that they would buy Tuck Tabs in the future. 7% answered maybe and 7% answered no. One of the three women who answered no explained, “bra straps showing aren’t a major concern.” This contrasts with the vast majority of women who care about this problem.**
- **82% of all respondents – including those stating that they had no problem with showing or slipping of straps –said that they would purchase Tuck Tabs in the future.**
- **Interestingly, 57% of the respondents with no problem with slipping or showing of straps still said that they would purchase Tuck Tabs.**
- **Almost 2/3 of the respondents reported that the Tuck Tabs held as long as needed without coming undone. The average length of wear was 10 hours with several in the 12/13 hour range. One woman successfully wore her Tuck Tabs for 16 hours.**
- **The wear test indicated that there is still work to be done in educating some women on how to apply. Though 78% of the women were happy with their technique in applying, we need to expound on written and visual instructions for the other group. Perhaps we can offer a few different application techniques to appeal to various needs.**
- **Due to the Tabs strong holding qualities noted by most wear test users, it can be concluded that a tab not holding all day goes hand in hand with not applying the tab correctly. Marketing/Education and practice will help alleviate this issue.**

- Part of the written instructions needs to state that the use of Tuck Tabs are not for brassieres with "shape straps" along with a miniature visual sketch for the consumer.
- Of the women who indicated some release of the tab during wear (and also indicated a problem with showing or slipping of straps), All But One (94%) said they would Buy Tuck Tabs in the future.
- Of the women with a problem of showing or slipping of straps and a desire for an alternative application technique or more practice, 100% said that they would purchase Tuck Tabs. This indicates strong consumer confidence in the desirability and usability of the product.
- Tuck Tabs used to conduct the second test were manufactured with production dies and not made and cut in a sample environment. No tuck tabs ripped in the second test when produced on machine.
- It is clear that women desire this to be a mass marketed product, with wide distribution so it can be located easily in their day to day shopping as well in their travels. When asked where they would like to purchase this product, almost all women checked several outlets as follows:

Target: 36 women

Victoria's Secret: 25 women

Dept. Stores: 24 women

Kmart: 23 women

Wal-Mart: 38 women

Other suggestions included: Kohls, Chain Stores, TJ Maxx, Marshalls, Drug Stores, Grocery Stores, CVS, Walgreens, On-Line

- Women were asked their opinion of a fair price for packs of 10 pairs and packs of 5 pairs. Opinions ranged from \$20 - \$2 for a pack of 10 pairs and \$10 - \$1 for a pack of 5 pairs. The average recommended price for a pack of 10 pairs was approximately \$6. The average recommended price for a pack of 5 pairs was \$3.75.

**Summary:** Tuck Tabs offer VF Intimates a huge opportunity. High demand and intent to purchase numbers indicate that Tuck Tabs are a long awaited solution to an almost universal problem. Low manufacturing costs allow us to meet the needs of consumers as well as provides us with the potential for significant margins and income. As mentioned in the previous Tuck Tab R&D Project Evaluation Report dated 5/05, if VF Intimates doesn't take this opportunity, our competition most certainly will.

**Addendum:**

Some wear test users even added their own comments:

"I think this is a great product and would be perfect for people with round shoulders because it would prevent slipping." Bra Size 34A, wore for 8 hours.

"It takes practice without having the instructions on hand. However, if I purchase these in a store, the instructions would be included and I would be OK." Bra Size 34B, wore for 6 hours.

"As a matter of fact, they did so well I forgot about them until undressed." Bra Size 34C, no time period stated.

"I was very surprised by the comfort factor. I could not feel them at all throughout the day." Bra Size 36DD, wore for 13 hours.

"They stuck very well – had to pull off with some effort (like a Band-Aid)" Bra Size 36C, wore for 16 hours.

**Addendum:**

**Opinion – What do you think we should call these?**

- Strap Stay
- Strap-eze
- Hug Tights
- Strap Locks
- The Strap Solution
- Butterfly Strap Locks
- Strap Stabilizer
- Guardian Angel Tabs
- Strap Gripper
- Hide-Away Strap Tabs
- StrapEase
- NoSlip
- SlipSto{
- StrapStay
- StrapStopper
- Bra Stickers
- Bra Strap Stablizers
- The Strap Hugger
- Straptease
- Strap Flaps
- I like 'Tuck Tabs'
- Tuck 'N' Hide
- Hide A Strap
- Strap Anchors
- Hold-Ups
- Slip-Nots
- Strap Hiders
- Strap Stays
- Bra Bows
- Bra Butterflies
- Strap Elimimizer
- Strap-Aid (Leveraging consumer's understanding of the Band-Aid concept)
- Stayput
- Strap-Aid
- Secure Secret
- Hide A Strap